25. The method of claim 23, wherein the selected gene encodes a therapeutic protein useful for treating a blood disorder.

26. The method of claim 25, wherein the therapeutic protein is erythropoietin.

27. The method of claim 25, wherein the blood disorder is hemophilia.

28. The method of claim 23 wherein said ~~protein is secreted~~ gene encodes a secreted protein.

29. A method of expressing a therapeutically effective amount of a protein in a mammalian subject, said method comprising:

administering into the bloodstream of said subject a pharmaceutical composition which comprises (a) a pharmaceutically acceptable excipient; and (b) recombinant AAV virions comprising a selected gene operably linked to expression control elements that provide for transcription and translation of the selected gene in a desired host cell *in vivo*, whereby said virions transduce cells in said subject, and said selected gene is expressed by the transduced cells at a level which provides for a therapeutic effect in said subject.

30. The method of claim 29, wherein the pharmaceutical composition is delivered intraarterially.

31. The method of claim 29, wherein the selected gene encodes a therapeutic protein useful for treating a blood disorder.

32. The method of claim 31, wherein the therapeutic protein is erythropoietin.